



USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/08 thru 08/14.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Aug 08, 2008

NATIONAL SUMMARY

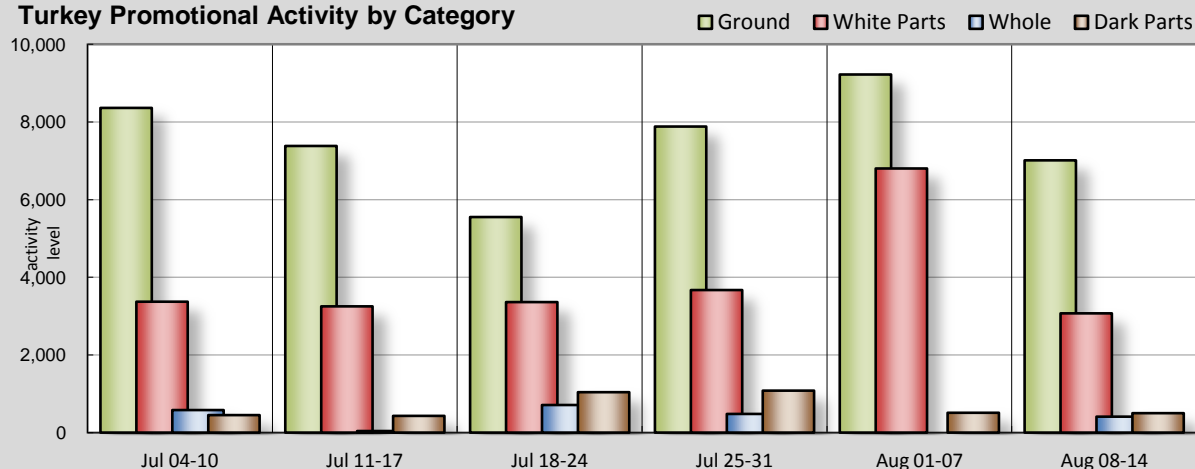
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	39.5% of 18,000 outlets		43.8% of 18,000 outlets		53.8% of 17,000 outlets	
Special Rate ^{4/}	4.6%		3.9%		4.5%	
Activity Index ^{2/}	12,180		17,000		14,300	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	310	1.49			90	1.49
" - Toms						
Frozen - Hens	100	0.99			210	0.69
" - Toms					210	0.69
PARTS:						
Breast:						
Bone-in, whole						
Fresh	120	1.97	320	2.02	140	2.01
Frozen	520	1.70	760	1.52	560	1.81
Hotel Style						
Fresh	10	2.49				
Frozen						
Split, bone-in						
Fresh					10	2.48
Rotisserie	590	7.78	740	8.68	820	7.49
Boneless, whole						
	260	3.68	410	3.84	130	3.99
Cutlets						
	640	4.06	2,090	4.25	1,220	4.28
Cutlets, thin sliced						
	130	4.77	820	4.29	100	4.99
Strips						
	250	3.56	380	3.95	250	4.54
Tenders						
	550	3.91	1,280	4.19	1,230	3.86
Marinated Tenders						
	1,140	3.98	270	3.82	1,010	3.85
Drumsticks						
	210	1.56	220	1.12	110	1.29
Thighs						
	60	1.79			90	1.29
Wings						
	210	1.65	250	1.15	20	1.49
Necks						
			10	1.39		
Smoked Drumsticks						
	10	1.77	30	1.40		
Smoked Wings						
	10	1.77				
Smoked Necks						
GROUND TURKEY:						
	7,010	2.61	9,220	2.92	7,510	2.60
Patties						
	800	2.80	950	2.96	2,020	2.59
Sausage						
	2,230	2.66	2,340	2.65	1,230	2.28
85% lean						
	790	1.94	790	1.93	1,310	1.79
93% lean						
	2,650	2.49	3,440	2.56	1,510	2.27
Breast						
	540	3.76	1,700	4.47	1,440	3.95
Rolls (frsh/frz 1 lb.)						
	50	2.01	200	1.36	590	1.19

Note: rolls not included in ground fresh ground turkey total and weighted average.

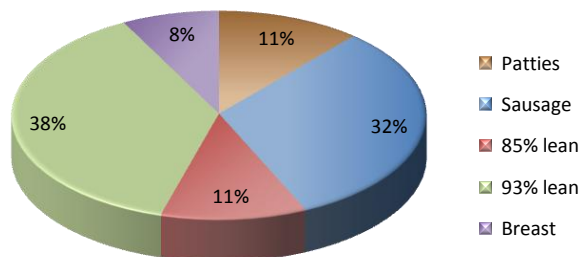
This Week's Turkey Feature Highlights

Fewer stores feature turkey this week. A few fresh hens are offered in the Western Region and frozen hens are available in the Central Region. Promotions on bone-in breast are fewer. Fresh bone-in breasts are offered at lower prices while prices trend sharply higher on frozen bone-in breasts. Rotisserie breasts are less active and prices retreat from last week. Offers of white parts return to normal levels after last week's strong showing. Marinated tenders are the most visible this week and prices are stronger. Dark parts maintain the same level of ads but prices are sharply higher. There are fewer ads for ground turkey, but grinds continue to be widely offered for summer grilling. Sausage and 93% lean get the most attention, but ground breast prices are very attractive and sure to attract consumers' interest. We are into the last weeks of summer, soon it will be back to work and back to school.

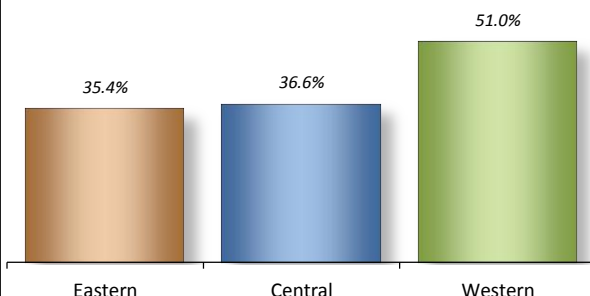
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Feature Rate by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY)		
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}	35.4% of 8,100 sampled outlets 2.5% of stores w/ no-price promotions Activity Index = 5,890			36.6% of 5,650 sampled outlets 5.6% of stores w/ no-price promotions Activity Index = 3,020			51.0% of 4,250 sampled outlets 7.1% of stores w/ no-price promotions Activity Index = 3,220		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens							1.49	310	1.49
" - Toms									
Frozen - Hens				0.99	100	0.99			
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.68 - 1.99	20	1.89	1.99	100	1.99			
Frozen	1.49	10	1.49	1.39 - 1.99	490	1.70	1.79	20	1.79
Hotel Style									
Fresh	2.49	10	2.49						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	7.99 - 8.49	450	8.00	5.72 - 7.99	60	6.46	7.49	80	7.49
Boneless, whole				3.57	230	3.57	4.49	30	4.49
Cutlets	3.99	220	3.99	3.49 - 4.99	270	3.61	4.49 - 4.99	150	4.95
Cutlets, thin sliced	3.99 - 4.99	130	4.77						
Strips				3.49 - 3.57	250	3.56			
Tenders				3.49 - 4.36	390	3.72	4.39 - 4.49	160	4.40
Marinated Tenders	3.73 - 4.49	830	4.09	2.66 - 4.26	170	3.20	4.26	140	4.26
Drumsticks	1.49	60	1.49	1.59	10	1.59	1.59	140	1.59
Thighs	1.79	60	1.79						
Wings	1.79	60	1.79	1.59	10	1.59	1.59	140	1.59
Necks									
Smoked Drumsticks				1.77	10	1.77			
Smoked Wings				1.77	10	1.77			
Smoked Necks									
GROUND TURKEY:									
Patties	2.19 - 2.99	620	2.74	2.50 - 3.50	50	3.00	3.00	130	3.00
Sausage	2.00 - 3.50	1,230	2.75	2.00 - 3.19	490	2.64	2.46	510	2.46
85% lean	1.33 - 2.00	360	1.88	2.00	10	2.00	1.99	420	1.99
93% lean	1.92 - 3.19	1,390	2.53	2.00 - 2.84	350	2.57	1.60 - 2.80	910	2.39
Breast (99-100% lean)	2.53 - 3.84	440	3.71	3.99	20	3.99	3.99	80	3.99
Rolls (frsh/frz 1 lb.)				1.39 - 2.49	50	2.01			